

# **INTANGIBLE CULTURAL HERITAGE**

## **Newfoundland Labrador**



**Heritage Foundation of Newfoundland and Labrador**

**PO Box 5171, St. John's, NL, Canada, A1C 5V5**  
**[www.heritagefoundation.ca](http://www.heritagefoundation.ca)**

## **Executive Summary**

Intangible cultural heritage (ICH), unlike tangible or “built” heritage, comprises information in the form of traditional knowledge and beliefs. Generated in—and held collectively by—members of a community, such knowledge is dynamic. It is transmitted across generations and shaped anew as each generation innovates, experiments and adapts to changing social norms and values. Specific ICH processes and practices include: oral traditions, customs, languages, music, dance, celebrations, and special skills needed to create and use tools and crafts that emerge from the local habitat and economy. This knowledge is rarely documented, and is often lost or diminished by the increasing influences of globalization and mass media.

Preserving ICH is vital to sustaining a community’s innate creativity and sense of identity. Therefore, the Government of Newfoundland and Labrador has included the preservation of ICH as a key initiative in its Provincial Strategic Culture Plan. The success of this initiative will depend on the careful implementation of a well-developed strategy. A Working Group appointed by the Department of Tourism, Culture and Recreation has generated a strategy, gathering input from various stakeholders, and drawing heavily from discussions at the Intangible Cultural Heritage Forum held in St. John’s in June, 2006.

Efforts to preserve ICH face many challenges arising from the need—not only to collect, document and archive cultural information—but also to protect and support the individuals, groups and communities who use, re-shape, and transmit such information. In this province ICH is greatly affected by the economic decline of rural communities, and the resulting movement of young people to urban areas or out of the province. ICH can play a key role in cultural tourism, which in turn, can be helpful in generating sustainable economic development in rural areas. This must be done carefully and respectfully, to prevent tourism offerings appearing as “fakelore”.

The strategy responds to these challenges and provides direction for both the Provincial Government and other groups and stakeholders interested in safeguarding ICH. As such, it is not a “government strategy”, rather one that is shared between a variety of groups and agencies that have a role to play in safeguarding ICH. The strategy includes a vision, mission and set of guiding principles, as well as a series of practical goals and steps to achieve them.

The strategic vision is: “To ensure that the intangible cultural heritage of Newfoundland and Labrador is safeguarded as a living heritage and source of contemporary creativity.”

In summary, the strategy details objectives and actions for the following goals:

1. To document and preserve ICH information and traditions, including the development and dissemination of “best practices”.
2. To promote the celebration of ICH at local, provincial, national and international levels, and the recognition of individuals, groups and communities who carry on ICH traditions.

3. To work with existing organizations and educational institutions to encourage and support the transmission and dissemination of traditional skills, knowledge and practices across the province and around the world.
4. To use ICH in building cultural enterprise, and encouraging the responsible use of ICH traditions and practices in a variety of economic development efforts.
5. To monitor and evaluate the implementation of the strategy in an effective manner.
6. To identify and establish a mechanism—including active stakeholder participation, staffing resources and an advisory board—to coordinate and implement preservation activities.

This document will be used in the continuing process of consultation with heritage groups and other interested groups and individuals across the province. It has been formally adopted by the Board of Directors of the Heritage Foundation of Newfoundland and Labrador. For more information about Intangible Cultural Heritage and national and international efforts to safeguard it, visit [www.heritagefoundation.ca](http://www.heritagefoundation.ca) and follow the links to ICH.

**ICH Contact for Newfoundland and Labrador:**

Dale Jarvis  
Intangible Cultural Heritage Development Officer  
Heritage Foundation of Newfoundland and Labrador  
1 Springdale Street, PO Box 5171  
St. John's, NL, Canada, A1C 5V5  
709-739-1892 ext 2  
[ich@heritagefoundation.ca](mailto:ich@heritagefoundation.ca)  
[www.heritagefoundation.ca](http://www.heritagefoundation.ca)

## Introduction

Newfoundland and Labrador's heritage consists of much more than the physical remains from the past: buildings, museums and archival collections. It also embodies many intangible aspects and activities of our everyday lives, including the stories we tell, the holidays we commemorate, the family events we celebrate, our community gatherings, the languages we speak, the songs we remember, create and perform, our knowledge of our natural spaces, how we treat sickness, the foods we eat, the special clothes we wear on certain occasions, our beliefs and practices and our special community occasions. This is often referred to as intangible cultural heritage (ICH).

UNESCO, in its *International Convention on Safeguarding the Intangible Cultural Heritage* (2003), defines intangible cultural heritage as:

...the practices, representations, expressions, knowledge, skills - as well as the instruments, artefacts and cultural spaces associated therewith - that communities, groups, and in some cases, individuals recognize as part of their cultural heritage. This intangible cultural heritage, transmitted from generation to generation, is constantly recreated by communities and groups in response to their environment, their interaction with nature and their history, and provides them with a sense of identity and continuity, thus promoting respect for cultural diversity and human creativity.

According to this definition, intangible cultural heritage is manifested through the following areas: oral traditions and expressions, including language as a vehicle of intangible cultural heritage; performing arts; social practices, rituals and festive events; knowledge and practices concerning nature and the universe; traditional craftsmanship.

Unique examples of our intangible traditions include—among many other customs, skills and practices—the Christmas mummering traditions, small craft building skills, the languages and cultural knowledge of Aboriginal, Francophone and other cultural groups and our unique regional dialects. The knowledge of the land and its resources that enabled generations of Newfoundlanders and Labradorians, across all our cultures, to build their own homes and fend for their families from materials they found in nature is an example of intangible heritage passed down through the generations. It is not only inherited traditions which comprise ICH but also contemporary rural and urban practices and traditions imported from other cultural groups and incorporated into contemporary expression.

Both worldwide and in our province, ICH is threatened by globalization, the lure of global youth culture, increasing urbanization, loss of traditional economies, communities and language and rural decay. People and ideas now move swiftly across borders, posing serious challenges to peoples whose distinctive languages, customs and ideas are easily overwhelmed by mass media which caters to the interests of majority communities. Languages are disappearing at an unprecedented rate. While there are examples of local revitalization here and there, there is growing evidence of unprecedented loss across cultures and societies, especially minorities.

Sometimes, new technologies and the capacity for worldwide communication may have a positive effect on the transmission and celebration of culture, but often a tendency towards homogeneity in language and expression works against the strengthening of local identities and sense of place.

Moreover, if communities are to continue to create, develop, and value their knowledge, they themselves and their way of life must be sustained, over and above being simply documented. If that way of life is irrevocably threatened or lost, the means of sustaining and evolving the intangible heritage may also be confounded. Intangible heritage may be inventoried, recognized, celebrated and sustained by education, teaching and other means of transmission such as cultural performances and public recognition and celebration. However, viable communities must continue to be the foundation of meaningful traditions.

In its Provincial Cultural Strategy, *Creative Newfoundland and Labrador*, the Government of Newfoundland and Labrador outlined the need for a strategy to safeguard Intangible Cultural Heritage. To that end the Department of Tourism, Culture and Recreation appointed a Working Group to develop a draft strategy and to consult with stakeholders in the Province. In undertaking this task, the ICH Working Group drew extensively on the results of discussions and recommendations that came out of the Intangible Cultural Heritage Forum, held in St. John's in June of 2006, hosted by the Association of Heritage Industries (AHI). Among the participants were representatives from heritage organizations around the province, as well as many interested individuals. For a list of conference participants, presentations, and recommendations, please visit the [ICH web site](#).

The purpose of the strategy is to provide direction for not only the Provincial Government but all groups and stakeholders with an interest in safeguarding ICH. As such, it is not a "government strategy", rather one that is shared between a variety of groups and agencies (including government) that have a role to play in safeguarding ICH. The strategy attempts to articulate a vision and to develop practical steps to ensure that the Province's rich traditions are passed down to future generations. Interested stakeholders will be invited to articulate their own roles and degrees of participation.

A four-fold approach to the safeguarding and transmission of cultural practices and traditional knowledge consists of:

1. Documenting (archives, inventories, audio visual records)
2. Recognizing and celebrating ICH with festivals and commemorations.
3. Supporting practitioners and encouraging the transmission and dissemination of knowledge and skill
4. Exploring the potential of ICH as a resource for community development.

## **Vision**

***To ensure that the intangible cultural heritage of Newfoundland and Labrador is safeguarded as a living heritage and source of contemporary creativity.***

## **Mission**

***Our mission is to safeguard and sustain the Intangible Cultural Heritage of Newfoundland and Labrador for present and future generations everywhere, as a vital part of the identities of Newfoundlanders and Labradorians, and as a valuable collection of unique knowledge and customs. This will be achieved through policies that support initiatives that will celebrate, record, disseminate and promote our living heritage and help to build bridges between diverse cultural groups within and outside Newfoundland and Labrador.***

## **Guiding Principles and Values**

The following guiding principles and values will apply to all activities undertaken as part of the Intangible Cultural Heritage:

- The forging of partnerships is critical for the safeguarding and enhancement of the province's Intangible Cultural Heritage.
- The inclusion of multiple voices (women, minorities, youth, Aboriginal, francophone, diverse contemporary cultures) is important in all work relating to Intangible Cultural Heritage.
- The meaningful participation of individuals, groups and communities concerned with Intangible Cultural Heritage in decision-making processes at all levels will be encouraged.
- Programs and initiatives to safeguard Intangible Cultural Heritage will recognize and support individual tradition-bearers and communities who take part in the various aspects of Intangible Cultural Heritage.
- The particular role of women in the preservation and dissemination of Intangible Cultural Heritage is recognized and supported.
- The connection between Intangible Cultural Heritage and the social and economic well-being of individuals and communities is recognized.
- Best practices for initiatives related to the safeguarding of Intangible Cultural Heritage Strategy will be encouraged, including training for individuals engaged in those initiatives.
- Intellectual property rights of groups and individuals who are engaged in aspects of Intangible Cultural Heritage will be respected and promoted.
- The transmission of Intangible Cultural Heritage across generations is critical for its safeguarding.

## ***Goals***

- 1. To identify and document Intangible Cultural Heritage traditions within Newfoundland and Labrador communities**
- 2. To encourage the celebration of Intangible Cultural Heritage from local to international levels, and to recognize and encourage Intangible Cultural Heritage tradition-bearers and practices**
- 3. To encourage and support the transmission and dissemination of traditional skills, knowledge and practices across the province and around the world**
- 4. To use Intangible Cultural Heritage in building cultural enterprise**
- 5. To identify a mechanism that will coordinate and carry forward the goals and objectives of safeguarding and encouraging Intangible Cultural Heritage throughout Newfoundland and Labrador**
- 6. To monitor and evaluate effectively the implementation of the strategy**

## **Goal One: Documentation and Preservation**

*To identify and document Intangible Cultural Heritage traditions within Newfoundland and Labrador communities*

### **Current situation**

At present there is one major repository in Newfoundland and Labrador containing archival documents regarding ICH practices and practitioners of the past and present, namely, the MUN Folklore and Language Archive (MUNFLA), established in the 1960s. In Labrador there are two main active repositories: *Them Days* magazine and The O’KalaKatiget (OK) Society. In addition, some documentation and inventory of our living culture has been undertaken by community museums and archives in the province. Numerous community groups have also completed oral history projects, as have the CBC and other local broadcasters. No master inventory that would pull these disparate listings into one searchable catalogue has yet been established. Efforts to maintain these original documents are ongoing, but many of them are at risk.

During the ICH Forum held in June of 2006, participants identified as one of the major issues the need to identify, document and arrange for the preservation of this information that is being collected in an *ad hoc* fashion. The highest priority identified by all of the groups was the establishment of a mechanism or program that would take responsibility for the safeguarding of the ICH of Newfoundland and Labrador. The first responsibility of such a program would be establishing a province-wide inventory, incorporating information about the numerous holdings of individual community repositories and the larger university and government archives.

An interesting recent development is the creation of the Digital Archives Initiative (DAI) at the Queen Elizabeth II Library at Memorial University. This is a long-term initiative to digitize holdings at the university and could provide a useful tool for the on-going digitization of ICH documentation.

The preservation of original records and items of ICH is an ongoing effort. It is also critical that future oral history projects and ICH research follow proper documentation procedures that respect issues around copyright. For example, proper authorization must be acquired for the sharing of information gathered through field work. ANLA and MANL offer professional advice, training and hands-on assistance to their memberships, but scarce resources and lack of awareness hamper the efforts of other community groups. Consequently, hundreds of original taped interviews and accompanying photographs have not been adequately described or preserved according to recognized best practices which take into account the intellectual, legal and moral implications of holding and providing access to personal information. These documents are not readily available to (or in some cases protected from) researchers, writers, film-makers and others who might wish to make commercial products and exhibits, nor to community practitioners for study and comparison.



### **1.1 Objective: To establish mechanisms for ownership/involvement in the ongoing documentation of ICH in a coordinated manner**

#### **Actions:**

- Begin ongoing province-wide ICH inventory by establishing a central digital archive database/website
- With advisory board and community representatives, identify ICH at risk and set priority areas for action
- Undertake pilot project to identify effective inventory and website interface
- Undertake a survey of existing repositories of ICH in order to identify gaps and assess capacity for further action
- Involve schools and post-secondary institutions in the identification of ICH material
- Encourage publication and research on ICH topics
- Encourage the establishment of a research chair in ICH at Memorial University
- Encourage research opportunities for post-secondary students interested in ICH

### **1.2 Objective: Identify, disseminate and implement best practices**

#### **Actions:**

- Encourage/support applied research on best practices in ICH
- Establish and implement best practices, standards, policies and procedures
- Develop programs for training and selection of field workers, project leaders and planners (seminars, tool kit)
- Develop methods to inventory and assess existing materials at community level
- Develop ways of providing technical support to local heritage and community organizations engaged in ICH initiatives
- Work with government agencies/funders to ensure standards and coordination

### **1.3 Objective: To ensure that ICH collections are adequately preserved**

#### **Actions**

- Ensure resources and expertise for preserving ICH that is under threat
- Identify/develop financial assistance and expertise to assist archives in arranging, describing, and caring for collections related to ICH

## **Goal Two: Recognition and Celebration**

*To encourage the celebration of Intangible Cultural Heritage from local to international levels and to recognize and encourage Intangible Cultural Heritage tradition-bearers and practices*

#### **Current situation**

One of the primary mechanisms whereby the public is made aware of ICH and its importance to the culture of Newfoundland and Labrador in general, is through the formal recognition and celebration of our cultural practices and those who have carried them on. Currently, there are

many festivals throughout the province, some of which have a “folklife” component, displaying the skills and talents of local tradition-bearers. However, many such festivals focus on professional performers and commercial genres rather than the essential “grass-roots” nature of ICH. Many do not include ICH skills and practices, just musical performances. Festivals can often bring considerable economic benefits to their communities through tourism and returning family members.

In Labrador, the cultural office of Nunatsiavut, the Torngassok, holds events during which games, cultural performances, storytelling and celebration are important features. The Innu in Sheshatshit also hold similar events. On the island, several Aboriginal groups have begun to hold annual gatherings (pow-wows) which provide opportunities for the transmission and dissemination of culture, as well as confirmation of identity and sharing of oral history. At present, these efforts need to be encouraged.

Several cultural institutions and organizations (NLAC, Newfoundland and Labrador Historic Sites, Music Newfoundland and Labrador, Newfoundland and Labrador Folk Arts Council, among others) offer annual awards to tradition-bearers in recognition of their artistry and contribution to the culture of the province. The Francophone and other contemporary cultures of Newfoundland and Labrador produce various events that celebrate their traditions, languages and customs. Several regional organizations work to promote their cultures outside the main population areas of the province.

Cultural industry organizations with wide access to the general public, such as CARAS, and FACTOR, as per their mandates, focus on recognizing and encouraging commercially successful performers, rather than grass-roots performers and their organizations, even though they occasionally recognize the influence of tradition upon popular mainstream performers.

## **2.1 Objective: To raise awareness of the value of ICH within all levels of government and the general public**

### **Actions**

- Maximize media involvement by developing a communications plan
- Include ICH in all aspects of provincial government heritage policy and planning
- To engage provincial and federal politicians in the process by encouraging them to champion ICH within their districts and to stimulate dialogue among Canadian government departments and agencies regarding the UNESCO ICH Convention
- Support the use and retention of Indigenous and Aboriginal languages
- To work with other jurisdictions who are involved in the safeguarding of ICH (UNESCO, other Canadian provinces)

## **2.2 Objective: To develop opportunities for public participation in celebrating ICH**

### **Actions**

- Develop annual Provincial Intangible Cultural Heritage festival or showcase that moves through various locations throughout the province
- Document the showcases using local and regional media (e.g., community cable channels)
- Integrate showcases within existing festivals, activities, and events
- School linkages – (e.g., sponsor a Heritage Fair around the theme of ICH)
- Incorporate an ICH Doors Open into the annual Doors Open Program

## **2.3 Objective: To develop opportunities for cultural exchange within the province, nationally, and internationally**

### **Actions**

- Identify funding opportunities/resources for exchanges
- Develop opportunities for cultural exchanges of ICH practitioners and students within the province
- Identify venues, and events for exchange and sharing of traditions (2010 Olympics, ICOMOS 2008, and the Canada Games)

## **2.4 Objective: To support tradition-bearers in their work**

### **Actions**

- Encourage the NLAC to expand its categories to provide funding for traditional practitioners and events
- Investigate opportunities for employing tradition-bearers in schools, as conference speakers, workshop leaders, etc., along the lines of the Conne River Mi'kmaq school program
- Develop opportunities for tradition-bearers to engage with communities through animation programs

## **2.5 Objective: To encourage existing agencies, institutions, programs and business organizations to recognize ICH in their commemorative activities**

### **Actions**

- To work with existing heritage organizations and others, such as the Order of Newfoundland and Labrador, the Folk Arts Council, the Newfoundland Historic Trust, and the Arts Council to recognize tradition bearers and ICH work in their awards and recognition programs.
- Consider both traditions and practitioners in the proposed Provincial Commemorations Program

- Seek to increase the number of MUN Honorary Doctorates given to significant tradition-bearers

## **Goal Three: Transmission and Dissemination**

*To encourage and support the transmission and dissemination of traditional skills, knowledge and practices*

### **Current situation**

Intangible Cultural Heritage is kept alive and relevant to a culture if it is regularly practiced and handed down from one generation to the next. It is not static, but very dynamic, each successive generation putting its own stamp on what came before, and using new technologies to communicate and share cultural expressions. The profound and far-reaching changes to this province's rural communities since the cod moratorium, with its attendant fish-plant closures, and out-migration, have disrupted the traditional patterns of transmission and dissemination of ICH items in these communities. The prevalence of media technologies has contributed to changing patterns of social interaction, and changes in belief systems and attitudes toward authority have affected church-going and volunteer activity. All these have resulted in corresponding cultural changes. Tourism initiatives have seen the rise of heritage theatre groups, walking tours and new opportunities for historical interpretation. Some of these changes have been at odds with a largely traditional society. Through economic necessity commercial folk festivals, dinner theatre and similar cultural enterprises in rural communities have largely supplanted community celebration and cultural transmission enacted simply as cultural practice.

New and innovative ways have to be found to keep rural communities alive and well, with adequate employment to maintain community infrastructure and cultural practices. Community organizations (church-based and secular) continue to play a large role. Aboriginal and Francophone cultural organizations have been in the forefront of these organizations, helping their groups to reinforce cultural norms in the face of significant influence from the dominant culture. New immigrants have found ways of keeping their cultural practices alive while learning to live among very different cultures. We can learn from their example.

In March, 2006, an historic gathering of Aboriginal women from all over the province was held in Labrador. At this meeting Aboriginal women identified themselves as important tradition-bearers of their people. Problems with the transmission of indigenous languages, cultural values and knowledge from elders to the youth were discussed and recommendations made. It is essential to capitalize on the momentum generated by this conference by consulting with Aboriginal women and incorporating into the strategy their points of view.

There is a great opportunity for dialogue within and among communities about the cultural practices they wish to continue or discard and the ways and means that can be made available to pass this knowledge and these skills to future generations.

### **3.1 Objective: To work with communities to ensure the transmission of Intangible Cultural Heritage**

#### **Actions**

- Encourage sustainable community development that allow tradition-bearers to live and work in their communities
- Encourage community discussion and participation in identifying ways to keep cultural practices relevant and to pass them on to succeeding generations
- Develop and maintain a state-of-the-art web site to enhance communication and discussion
- Work with ANLA, MANL to provide expertise to community groups seeking to undertake ICH initiatives
- Include ICH projects in existing funding programs, such as the Arts Council (Artists in Communities), and CEDP
- Research and report on successful international ICH activities
- Ensure that locally trained field workers are engaged in inventory and community animation.
- Encourage existing community groups to undertake ICH projects
- Develop an Intangible Cultural Heritage Resource kit (How-to kit/manual/resource web-based videos), drawing on existing resource materials (Smithsonian, for example)
- Encourage the inclusion of Intangible Cultural Heritage in community celebrations (e.g., Festivals)
- Encourage museums to undertake research on the traditions and local knowledge of collections to develop a broader context for them

### **3.2 Objective: To develop partnerships with the Department of Education and with educational institutions to increase ICH content in K-12 curricula and post secondary programming**

#### **Actions**

- Develop an “Elders in the Schools” program
- Explore opportunities for traditional artists as content-providers
- Work with Memorial University and other post-secondary institutions to enhance the awareness of ICH within existing courses and, where appropriate, to develop new courses that address ICH policy and practice

### **3.3 Objective: To develop internship opportunities for Intangible Cultural Heritage**

#### **Actions**

- Encourage internship opportunities (apprenticeships with youth-elders) within existing government programs (Services Canada, provincial programs)
- Support internship activities through development of new and existing programs

## **Goal Four: Development of Cultural Enterprises**

*To use Intangible Cultural Heritage in building cultural enterprise*

### **Current situation**

Newfoundland and Labrador have long been building cultural businesses based on aspects of our intangible heritage. Traditional crafts such as hooked mats, tea dolls, soapstone and wooden carvings, knitted goods, boots and slippers made from animal skins, are on display in heritage and craft shops all over the province. Traditional music is the backbone of the province's music industry. Heritage theatre presentations and "Times" interpreting our history and incorporating traditional forms of music and dance abound in communities such as Cow Head, Trinity, Ferryland and Stephenville. The most successful of these enterprises have involved the whole community. While many of these have availed of funding programs initiated by federal and provincial departments and agencies, cultural enterprises, including ICH, have not always been included in community development or economic development initiatives.

Challenges in building such cultural enterprises include: marketing: understanding and satisfying market demands; effective marketing and retail mechanisms for small producers; protection of copyright and respect for the integrity of cultural traditions; lack of appreciation for the great number of products and services that can draw on ICH. Oral history projects funded by federal agencies and sponsored by community groups have increased over the past year. There is no inventory or framework available to guide those seeking to collect ICH information for their various purposes, and there is no consistent information about the ethical, legal and other considerations of this type of fieldwork available on a consistent basis to community sponsors. It is essential that best practices be developed and that training be available for those undertaking this important work.

A number of efforts are underway to develop and promote cultural products: a Provincial Cultural Tourism Strategy currently under development; the hiring of a cultural marketing/export specialist by the Department of Tourism, Culture and Recreation, as well as plans for a provincial cultural export strategy; initiatives to enhance tourism market readiness including: the Baccalieu Trail Heritage Corridor which focuses on developing heritage tourism; and the Total Tourism Market Readiness Program, an initiative of the Irish Loop Tourism Association and Hospitality Newfoundland and Labrador. The department of Innovation, Trade and Rural Development has begun to include cultural enterprises in trade missions. The federal departments, Trade Canada and Industry Canada are recognizing the importance of cultural entrepreneurship. These efforts provide an opportunity to ensure that ICH considerations are introduced in a timely fashion, to benefit existing entrepreneurs as well as their communities.

#### **4.1 Objective: To raise awareness about opportunities for using Intangible Cultural Heritage in economic development, while remaining sensitive to existing community practices**

##### **Actions**

- Develop case studies and resource materials that reflect provincial, national and international initiatives.
- Engage with business support agencies to develop Intangible Cultural Heritage enterprises
- Encourage the promotion of traditional skills, practices, and programming in tourism promotional initiatives
- Ensure that ICH be included in Provincial Cultural Tourism Strategy
- Ensure that export opportunities for aspects of ICH are included in the province's planned cultural export strategy.
- Encourage inclusion of ICH enterprises and practitioners in trade shows
- Incorporate traditional skills/presentations into experiential, adventure and nature-based tourism

### **Goal Five: Coordinating Mechanism**

*To identify a mechanism, ideally making use of an existing organization, that will coordinate and carry forward the goals and objectives of safeguarding and encouraging ICH throughout Newfoundland and Labrador*

##### **Current situation**

Responsibilities for the safeguarding of ICH lie with many groups, agencies, institutions, and individuals. Cultural and heritage organizations, communities, and Aboriginal band councils can and should play an important role in collecting and disseminating information and in celebrating their local traditions. Provincial heritage groups can offer training in best practices and in coordinating efforts. Government agencies can develop policies and programs to support ICH. Post-secondary institutions, in particular Memorial University with its internationally-respected Department of Folklore, can play a role in training, best practices, and inventorying. Community development agencies can help to build cultural enterprises that draw on cultural traditions. And, of course, individuals who possess aspects of traditional knowledge – tradition bearers – have the most critical role of all to play. To safeguard the province's living traditions requires shared responsibilities and effective mechanisms to coordinate efforts.

A strong sentiment was expressed by many of the provincial heritage groups that it was more desirable to use an existing organization to coordinate ICH efforts rather to create a new organization. This would make the best use of existing resources and capacity.

**5.1 Objective: To establish an appropriate mechanism within an existing organization that would include with broad representation to coordinate efforts to document, recognize, celebrate and support the safeguarding of the province's ICH and the building of cultural enterprises**

**Actions**

- Discuss with stakeholders an appropriate coordinating mechanism
- Establish an advisory board with broad representation from the heritage community, including folk arts
- Seek staffing support to move forward ICH strategy items
- Develop a Memorandum of Understanding (MOU) for signing by key stakeholder groups; this MOU will identify roles and responsibilities for advancing the strategy

**Goal Six: Monitoring and Evaluation**

*To effectively monitor and evaluate the implementation of the strategy*

**Current situation**

Any strategy, to be effective, needs mechanisms for monitoring and evaluating efforts. It will be important to establish base levels (e.g., of attitudes and awareness, of current practices) and put in place ways to keep track of our efforts. Unless we have sufficient data and measuring mechanisms for the work we are doing it will be difficult to evaluate whether our strategies are being effective.

**Actions**

- Develop success indicators (targets and outcomes) for the safeguarding of Intangible Cultural Heritage resources
- Develop reporting mechanisms for all Intangible Cultural Heritage initiatives
- Develop mechanisms for effectively evaluating Intangible Cultural Heritage strategies, including a regularly scheduled review of programs as well as feedback mechanisms appropriate and accessible to communities.